

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S) : Calabria et al.

TITLE : SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT

APPLICATION NO. : 10/743,520

FILED : December 19, 2003

CONFIRMATION NO. : 7681

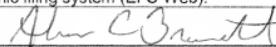
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Commissioner for Patents  
U.S. Patent and Trademark Office  
Alexandria, VA 22313-1450

EFS TRANSMITTAL LETTER

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

<input type="checkbox"/> New Patent Application, including Transmittal <ul style="list-style-type: none"> <li><input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP</li> <li><input type="checkbox"/> Div. <input type="checkbox"/> RCE <input type="checkbox"/> 371 Submission</li> </ul> <p>pages of Specification</p> <p>13 pages of Claims (57 total claims 5 independent claims)</p> <p>pages of Abstract</p> <p>sheets of Formal / Informal Drawings (Figures )</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Declaration and Power of Attorney</li> <li><input type="checkbox"/> Preliminary Amendment</li> <li><input type="checkbox"/> Claim for Right of Priority: App. No.: filed: which claims Priority to App. No.: filed:</li> <li><input type="checkbox"/> Request &amp; Certification Under 35 U.S.C. 122(b)(2)(B)(i)</li> </ul>	<input type="checkbox"/> Information Disclosure Statement, including PTO Form 1449 and Number of References (if required) <ul style="list-style-type: none"> <li><input type="checkbox"/> Response to Notice to File Missing Parts</li> <li><input checked="" type="checkbox"/> Amendment C (due: March 16, 2010)</li> <li><input type="checkbox"/> Petition for Month Extension of Time</li> <li><input type="checkbox"/> Response to Notice to File Missing Requirements</li> <li><input type="checkbox"/> Response to Restriction Requirement</li> <li><input type="checkbox"/> Petition Specify Type</li> <li><input type="checkbox"/> Notice of Appeal</li> <li><input type="checkbox"/> Appeal Brief</li> <li><input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee</li> <li><input type="checkbox"/> Other: Specify</li> </ul>
<input checked="" type="checkbox"/> One or more fees may be paid via credit card through the electronic filing system (EFS-Web) in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.	
<input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.	
<input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).	
February 27, 2010	 Alan C. Brandt, Reg. No. 50,218
Date	